



## Chamber Connect

**PURPOSE: TO NETWORK AND GENERATE BUSINESS OPPORTUNITIES FOR THE MEMBERS OF CHAMBER CONNECT. TO CREATE A NETWORK CHAIN OF REFERRALS FOR MEMBERS OF THE GROUP. TO BUILD BUSINESS RELATIONSHIPS. TO INCREASE SALES SKILLS.**

As members, responsibilities include:

- ◆ Attend all scheduled meetings
- ◆ Arrive on time for meetings
- ◆ Participate in meeting discussions
- ◆ Participate in the decision making process for voting in new members
- ◆ Provide at least one referral to a group member every meeting and or a positive testimonial
- ◆ Make efforts to bring in new members

Because we are limiting these groups to individuals who are representing a specific industry, we ask that you respect the attendance requirement and send a substitute if there is an instance that you cannot attend. If for any reason you cannot continue to participate, you will not receive a refund of your application fee (\$25 for six months).

- ◆ One-minute presentations are part of the agenda and serve to introduce yourself and your business to the group. It is important for members to vary these introductions because networking involves getting to know people – people don't refer strangers to their friends; friends refer friends.
- ◆ Members will have an opportunity to give a 10-minute presentation (one per meeting, two per month). The 10-minute presentation is a great way to hone your presentation skills. These will be pre-assigned and provided to each member prior to January.
- ◆ Members are encouraged to meet with other members of their group at least once in the program. Networking is about building relationships. These lunch and learn meetings are encouraged.
- ◆ Referrals and testimonials .If referrals have been given outside of meeting, referrals must still be mentioned and discussed within the meeting setting for the benefit of guests and other members to help clarify purpose of the Business Referral Group – to pass leads, build relationships and increase networking and sales skills.

What is a good referral? The best form of referral is a person introducing two people who need each other and can conduct business. Simply handing a name and a phone number is not a good referral. People didn't join a Business Referral Group to make more cold calls. They want qualified referrals. When you pass a referral, you are telling the receiving party that you believe you have "matched" needs and have prepared a prospective customer to expect a call.

Testimonials: This portion of the meeting is almost as crucial as the referral part. Why? You're expected to share the results of initial referral calls and what you learned from one-on-one meetings. These show two things:

1. The caliber of referrals
2. Your willingness to get to know people and share what you've learned



- ◆ All group **members must be members in good standing with the Dearborn Chamber of Commerce at the time of their first meeting**. All members must keep their Chamber and Connect dues active. All Chamber Connect members must be individually represented in the Business Directory of the Dearborn Chamber of Commerce.
- ◆ The purpose of the Chamber Connect group is to pass referrals to those members of the Chamber Connect group **only**. Members should strive to bring at least one lead/referral to each meeting. If a lead cannot be passed, members must give a positive testimonial for someone else in the group or a positive testimonial to the group itself. The purpose is to pass leads and grow our businesses and to promote Chamber Connect as a benefit for potential DCC members.
- ◆ Only one person per business category (such as financial, retail, etc.) may attend the group meetings and be a member of the group. Only one representative per company can be involved in the group at any time. Members may have a colleague or an associate fill in for them if they cannot attend a meeting. **A substitute may not be someone who is in an already occupied category.**
- ◆ Members may participate in only one Chamber Connect group at a time.
- ◆ Members must have an email address on file with the Dearborn Chamber of Commerce.
- ◆ The Primary Business category must be specific and encompass the primary objective of your company. For example, if you sell houses, but you also sell commercial real estate, you have to select which of the two is your primary business and list that as your primary business on the application. The category that you select may be amended by the chair or vice chair of the group or DCC staff members to ensure that it is specific to meet the requirements.
- ◆ In order to have a viable group, attendance is very important. Each member is permitted three absences every six months (January through June and July through December). If a member misses a meeting, members must provide a substitute. The member must provide the substitute with a personal advertisement about your business as well as one lead or testimonial to pass. If the member does not provide a sub, the member will take an absence for that meeting. Substitutes can only sub for one member at the meeting.
- ◆ Arriving on time is a sign of respect to the members of the group. If a member arrives after the meeting begins, that member is considered late. After a member has incurred four late arrivals,
- ◆ an absence is recorded. If a member leaves before the meeting is officially adjourned, an early leave is recorded. After a member has incurred four early leaves, an absence is recorded.
- ◆ Once a member has been absent the allowable number of times, his or her category will be opened and another member of the DCC may have the opportunity to apply to the group. If a member's spot is still available once he or she leaves the group, he or she will have to apply and be voted into the group again. The member can only apply to the group after a six-month period.
- ◆ Meetings are structured to run for approximately one hour. This may vary depending on the size of the group. Please plan to stay the entire time in respect for the other members of the group.



- ◆ Please turn off cell phones and other electronic devices during the meeting in deference to other members of the group.
- ◆ If a member does not have a lead to pass during the lead passing segment of the meeting, the member should give a positive testimonial to someone else in the group with whom they have done business or to the group itself. To keep a positive tone to the meeting, members should refrain from saying, “I don’t have a referral today,” or “I don’t have anything for the group.” Our goal is to create a positive business environment.
- ◆ A guest brought to the group will be counted as a lead.
- ◆ Leadership roles (detailed in the next section) will be rotated on an annual basis. Terms of leadership begin in January and end December. **The first leadership team appoints the next leadership team.**
- ◆ Guidelines may be amended as the need arises.
- ◆ Members are encouraged to limit their participation to one referral based networking group.

### Code of Ethics

1. I will provide services and or products at the quality and price that I have quoted.
2. I will be truthful and maintain integrity with members and their referrals.
3. I will build trust and establish goodwill with members and their referrals.
4. I will follow up on referrals I received with expediency.
5. I will maintain a positive attitude toward fellow chapter members.
6. I will maintain the ethical standards of my profession.
7. Understanding that it is givers who gain, I will seek to give first.



### Dearborn Chamber Connect Application

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Primary Business:** \_\_\_\_\_

Secondary Business: \_\_\_\_\_

**Other groups in which you hold membership:** \_\_\_\_\_

**Other networking/referral groups in which you hold membership:** \_\_\_\_\_

I have read the group guidelines and agree to adhere to the rules appointed by DCC and the chairperson and vice chairperson of the Chamber Connect group. I understand this group may be dismantled anytime at the discretion of the DCC. I further understand my primary business category may be adjusted (by the chair, vice chair or the DCC representative) should there be a need to make a change at any time.

#### Payment by check, credit card, or cash

- Cash
- Check #: \_\_\_\_\_
- Credit Card type:

Credit Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ 3 digit code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Approved by committee: Yes                  No

Reason: \_\_\_\_\_

Date of approval: \_\_\_\_\_



**Routing Procedure:** Applicant completes Chamber Connect application at Chamber Connect meeting and submits fee to Membership Chair. Membership Chair presents application to the members of the Chamber Connect and members vote on the application prior to the next scheduled meeting. After the voting process, the applicant is notified as to the decision of group. If accepted, the application is forwarded to the Dearborn Chamber of Commerce for processing of fee and applicant is notified by Membership Chair that he or she is now a member of the group. If denied, application and fee is returned to applicant. The Dearborn Chamber of Commerce retains original accepted applications.

If application is to be submitted at a later date, mail application and fee to:

Renee Aloe, Membership Director  
Dearborn Chamber of Commerce  
22100 Michigan Avenue  
Dearborn, MI 48124  
Phone: (313) 584-6100  
Fax: (313) 584-9818



## Dearborn Chamber Connect

### What is a Lead?

### What is a Testimonial?

#### WHAT IS A LEAD?

A lead is the name and contact information of a person or business with whom you have spoken and laid the groundwork for one of your group members to contact.

**An example of a good lead:** You are speaking with Joe, and he mentions that he is thinking of getting a new website. You tell him that you have a business associate who does a great job of website production and ask if you may have him call Joe. Joe agrees. At the next Chamber Connect meeting, you pass a lead to Sam so he can contact Joe. On our scale of 1 through 5, this lead would be considered a 5, a hot lead. These are the kinds of leads we are seeking for the group.

**An example of a cold lead:** You visited a restaurant and observed that the menu was printed from the company's outdated printer. The menu was in need of professional printing and proofreading. You gathered the information and passed this along to Harry who is a printer in the group.

While the cold lead may actually result in Harry doing business with restaurant, he is essentially making a cold call when he contacts the restaurant. You are encouraged to pass a cold lead when you think it might benefit a group member, but cold leads are not the basis of referral passing.

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#### WHAT IS A TESTIMONIAL?

A testimonial is a small speech about a fellow group member with whom you have done direct business. This should also serve to convince other members in the group to use his or her services and pass referrals to that person. Testimonials should be used when you do not have a lead to pass.

You may schedule appointments with fellow group members for a Lunch and Learn in order to get to know each other better. You can use the information you learn about them to give them a testimonial later on.

Each participant needs to contribute on a weekly basis. You may bring a guest, pass a lead, or give a Testimonial but **everyone** must do one or the other each week!

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#### WHAT IS A LUNCH & LEARN?

A Lunch & Learn is a scheduled appointment that you have made with someone within the group to get to know them better. This is set up outside of the weekly meeting time, either for lunch, coffee or just a one-on-one at their place of business. It is a way that you can learn more about them and form a relationship in order to pass more referrals to them and so they can pass more to you as well.

**Prospect Referral Forms are used to record the information for a lead. Please use these forms to pass referrals. Indicate on the form whether the lead is a "cold call" or a "Let's Do Business."**



## Dearborn Chamber Connect 60 Second Commercial Guidelines

Word of mouth advertising can be one of the best forms of advertising available. However, many people are stuck in a rut and assume that the people they network with know what they do and who a good lead for them is. An effective 60-second commercial, delivered with spunk at a meeting, can energize the room and have a long lasting effect on your business.

1. **Keep it short and focused.** You can give a presentation and tell people about all of the interesting features and benefits your company offers. But, this isn't the time or place for that – yet. Experts suggest keeping your networking pitch to less than 60 seconds. A brief message that catches and holds the attention of the people in the room is perfect. If you sound like you are quoting brochure or ad copy, most everyone will tune out. Keep it focused on achieving your desired goal – getting the people in the room to be looking for opportunities for you.
2. **Brainstorm words and images.** Think about what sets your company, your services, and you apart from your competitors. Then, come up with words and images that illustrate these ideas.
3. **Lead with the benefits.** A stranger doesn't care about you or your company. They don't care about your products or services. They don't want to know how long you've been in business or about your experience. They care mostly about themselves. If you're going to interest anyone in yourself, your organization and what it provides, you have to make your networking partners understand how to explain to their customers/prospects WII-FM, or what's in it for me? So, open your 60-second commercial with how your work benefits others.
4. **Be real.** Though you're presenting yourself and your company, don't even think about selling the people in the room. If they want what you have, they will ask. In other words, don't treat your 60-second commercial like a sales pitch. Instead, focus on building a relationship.
5. **Tell a compelling story.** People love stories and storytellers. They engage us and let us feel free to interact and converse. Telling a story with your commercial is a great way to interest the listener and ensure the conversation moves forward into the details of what you do. For example, tell a story about someone finding a solution to a problem – the solution, of course, is your company or product.
6. **Don't tell too much.** Rather than divulging every aspect of who you are and what you do, you must create a 60-second commercial that compels the listener to ask more. The best ones transition into conversations driven by the listener's curiosity. This has the dual impact of engaging your fellow members and enabling you to go into greater detail on your products and services.
7. **Stay flexible.** No matter how much time you spend developing the perfect pitch, you'll have to adapt it to each group, change it up to include other products and services you offer.. In addition, it's vital to keep it updated and practice it regularly.
8. **Be specific** about who you want to do business with. "A good lead for me is..." makes it easy for the people in the room to remember when they come across people. The more specific you are, potentially the fewer leads you will receive, but they will be of higher quality.



9. **Create a memorable hook.** People remember things like jingles, tag lines, and humorous sayings. I remember (and still remember the person's name 10 years later) Wayne from Infincom closing a 60 second commercial with "Everything we do we Dudley Do Right" and a company called Royal Plumbing cleverly saying "A Royal Flush beats a Full house every time."
10. **Leave Behinds.** It is very important to leave behind for everyone a flyer, brochure, catalog, or at least a business card. Even if people know who you are and what you do this is another opportunity to reinforce your message.

Overtime, we all become a little lazy when we attend a weekly or biweekly networking meeting. It is very easy to assume that the people in the room know all about your business but studies show that very few people actually can accurately repeat the benefits of doing business with you to a prospect. Better they have something to refresh their memory each week. Networking meetings can be an effective method of developing a network of eyes and ears – people who are looking for business opportunities for you.

From Terry Mickelson

The Wake up Call and Call to Action are the Two Most Critical Elements of Your 60-Second Commercial. The two most critical components of any 60-second commercial are the attention getting opening sentence and your "ask" or irresistible offer at the end.

### **The Wake Up Call.**

Have you ever heard people give a boring commercial or elevator speech? It usually starts with their name, profession, and other dull information. The moment the audience recognizes the same old message, they stop listening. This is why your elevator speech or short commercial should begin with an attention getter.

Here are some simple ways to get the attention of your audience:

#### **1. Ask a question:**

- a. Have you ever...
- b. How many of you ...
- c. Did you know...

#### **2. Cite a statistic**

- a. 90% of all people ...
- b. Maybe you already know that three out of four ...

#### **3. Involve the listener:**

- a. Ask a personal question
- b. Invite them to look at something or hold something

Unless you gain your audience's attention in the first five seconds, you have lost them. Whatever you say after that is a waste of your time. If you catch their attention, however, they will stay with you through your entire 60 second commercial.



### **The Call to Action**

The second most critical portion of your 60-second commercial is the close. Your goal is to entice them to take action, either to do something to help promote your business or to purchase something from you themselves.

If you want your fellow members to do something to promote your business, be specific about what you want them to do and be sure that what you are asking is realistic. Don't ask in generalities like: "I want you to tell anyone you know who is thinking about purchasing a house to give me a call." Instead say: "If you or your children know anyone who is living in an apartment, please get me their contact information so I can send them a free booklet on 'The True Cost of Renting'." Don't say: "If you know anyone who would be a good referral partner for me, please arrange an introduction." Say: "If you know a builder or, please let them know that I can send them business and would like to meet them." If you want your fellow members to distribute flyers to those in your target market, ask them to give the flyers to a specific type of individual before the next meeting.

The best way to interest your fellow members in your products or services is to provide a low risk, compelling offer. Structure the offer for your prime prospects.

### **Here are a few examples.**

#### **A chiropractor might say:**

"Would like to decrease your dependence on drugs? Please raise your hand if you would like my free report on how to increase your natural healing powers by simply removing impediments to the proper functioning of your nervous system?"

I (Oliver Holmes) offer professionals support on publishing books by making this offer:

"Have you ever wanted to write a high-status book to attract more and better clients? Please pass me your business card if you would like a free recording and report that teach you, step by step, how to author your own book."

Note that these offers do three things:

1. Provide value at absolutely no risk
2. Encourage those targeted to take immediate action
3. Provide a follow up opportunity

Most people recognize that it is almost impossible to close a sale with a 60 second commercial. If your goal is to close a sale, you must therefore create an opportunity to follow up with listeners who have some interest in your products or services. A no risk offer identifies those who have interest and creates the opportunity for you to follow up.

To have an effective 60-second commercial, you must get the attention of your audience and compel them to take action. Therefore, the "wake up call" and "call to action" are the two most important parts of your presentation.